



Native Movement

Brand Book



An aerial photograph of a wide, winding river flowing through a vast, flat, green landscape. The river has several meanders and a large, light-colored sandbar in the foreground. In the distance, a range of mountains is visible under a sky filled with large, white and grey clouds. The image is partially covered by a dark olive-green semi-circle on the right side, which contains the text.

Native Movement

Founded in 2003 out of Arctic Village, Alaska, Native Movement's initial campaign was to help build a collective Alaska Native voice for the recognition of Indigenous hunting and fishing rights. By 2007 Native Movement had become formally incorporated as a 501c3 non-profit and grown to a west-coast collective. Since then, Native Movement has provided leadership and support for grassroots-led projects that endeavor to ensure Indigenous Peoples' rights, the rights of Mother Earth, and the building of healthy & sustainable communities for all.

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Stickers + Packaging

Tote Bags + Water Bottles

Hats + Sweatshirts

Phase 01 – Identity



Current Mark

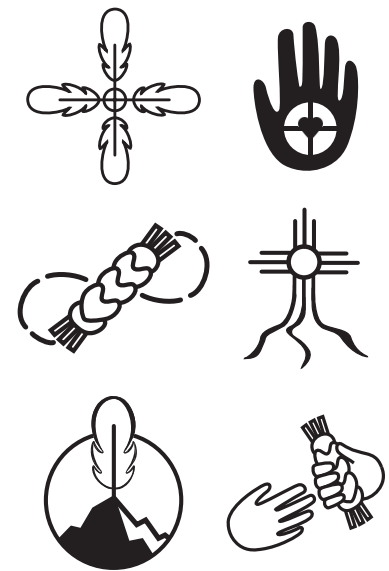
Native Movement’s current mark features a white feather on a circular, yellow background with an orange gradient, giving it a three dimensional appearance.



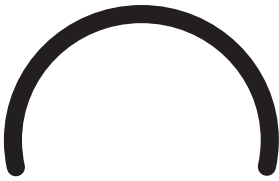
Marks of Similar Organizations



Early Concepts

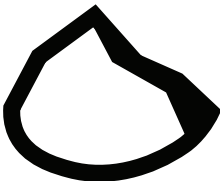


Final Mark Elements



Aureole

A circle of light emphasizing the sacridity of Indigenous land and culture



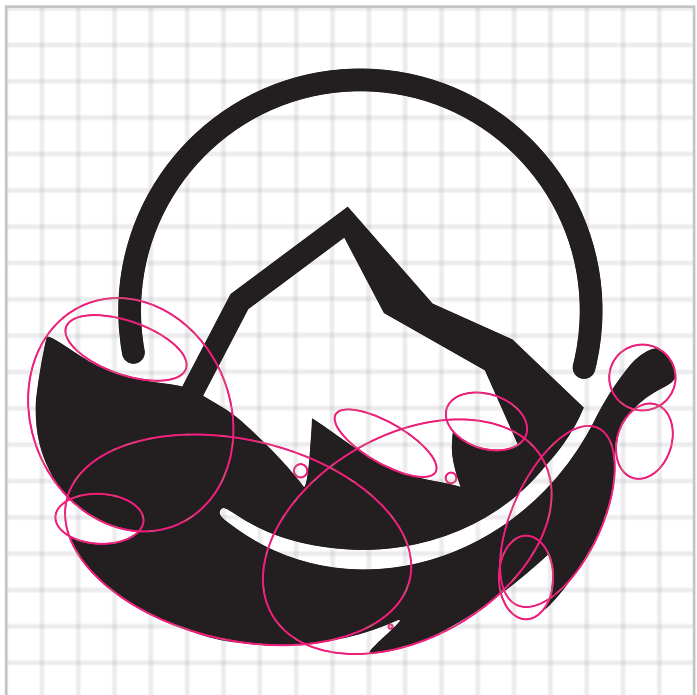
Mountain

A natural entity representing the importance of land as a source of life

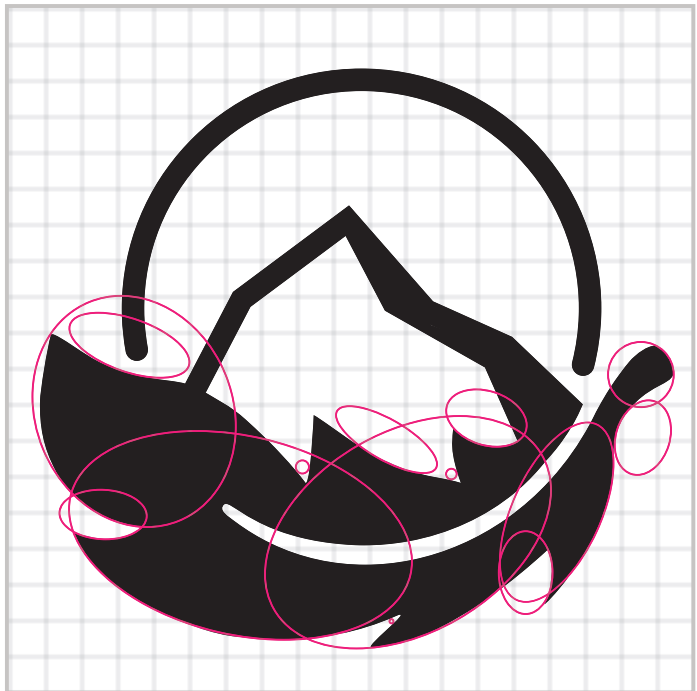


Feather

An Indigenous symbol of high honor and connection to the Creator



Feather Construction



Aureole Construction



Mountain Construction

Vertical Signature



Horizontal Signature



Final Mark





Phase 02 – Brand System

Typography

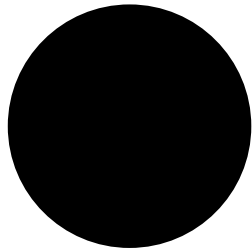
Source Serif Variable is a serif typeface in the transitional style that can be downloaded for free through Google Fonts.

Aa | Heading
Source Serif Variable – Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890


Aa | Body
Source Serif Variable – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

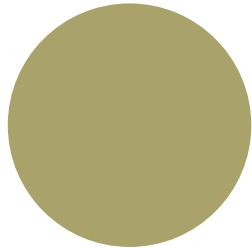
Primary Color Palette




#000000



#f0ecca



#a4a369



#615f33

Secondary Color Palette



#214f72



#6e2e63



#c34859



#f1753a

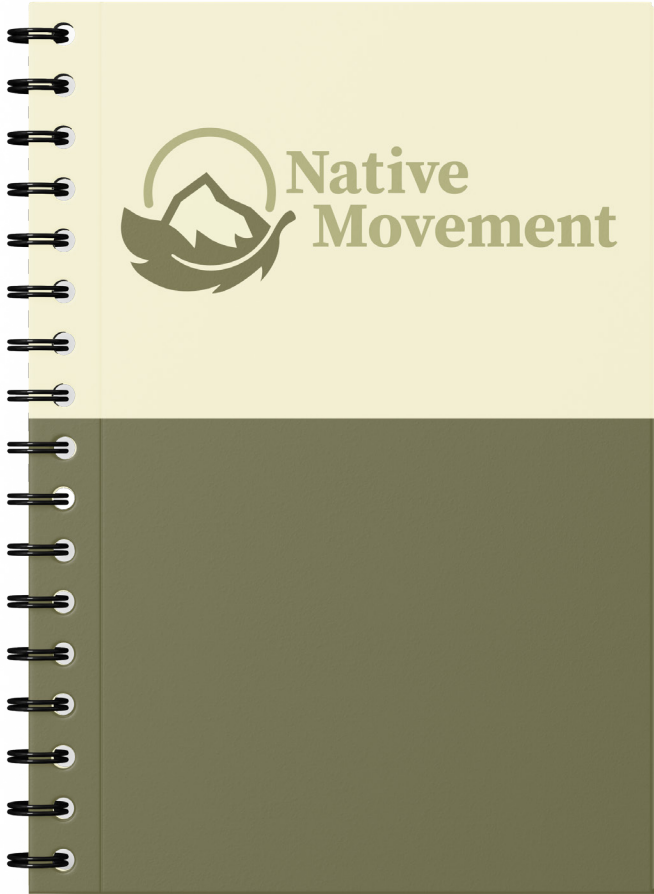


#f68f2b



#fdc83d

Stationery



Native Movement
60 Hall St.
Fairbanks, AK 99709

www.nativemovement.org
riseup@nativemovement.org

907-328-0582



Addressee Name
Addressee Title
Organization Name
Street Address
City, State, Zip Code

Salutation:

Body of letter. Hiciende delessus si int accus dolorup tatur? Esciendam quatque nes et et aut as magnata tionsequi aut ipis prerumquos inumquam que voluptatias dolupta simpos doluptam estiorent esto molum iligend andaestrum et ad quamet erum acepudaecus int a simoditius vellestia alibere as sam, cus, officiat ate dolupta solo diciducit apis acitatem dolor magniti dit auditi illaut quo blandan ditati necaes ad ut rehendes que nos exero quatus dis doluptatur, ute nimolup icipsuntem elit, imet aborrov itinvera volupta musantio excest, odit expliquo odia voluptas molestrum am que modipsapicit ent as mi, que nonsed quiatio rrorese quid qui sequi ipietur aliquam esti a quam alibere perspiendam ipsum.

Escitaquam num nusa versperum quaeapelenda consequi iassin nectus evel esernatia alicti dolluta tiuntestrum volum que possedis quia consed et ut eum, soluptaque od es ut facea sit a sequoditiae maionsed explibus aut voleni is aut fuga. Neque niet est, sit quae corem estio ipis dolupis reptatur milicil litatectur? Ehendus sanda sum nobissi tatiorp orestotas adi iligend emquate mporia aborion ratur simint porempel ma voluptas magnatur.

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Sincerely.

Sender Name
Sender Title



Addressee Name
Addressee Title
Organization Name
Street Address
City, State, Zip Code

Native Movement
60 Hall St.
Fairbanks, AK 99709



Native Movement
60 Hall St.
Fairbanks, AK 99709

Addressee Name
Addressee Title
Organization Name
Street Address
City, State, Zip Code

Icons

Following the style of our mark, this icon set is used on our site to guide and assist visitors in finding information on each topic associated with Native Movement's mission.



Protest



Environmentalism



Native culture



Indigenous virtues



Community



Water Conservation

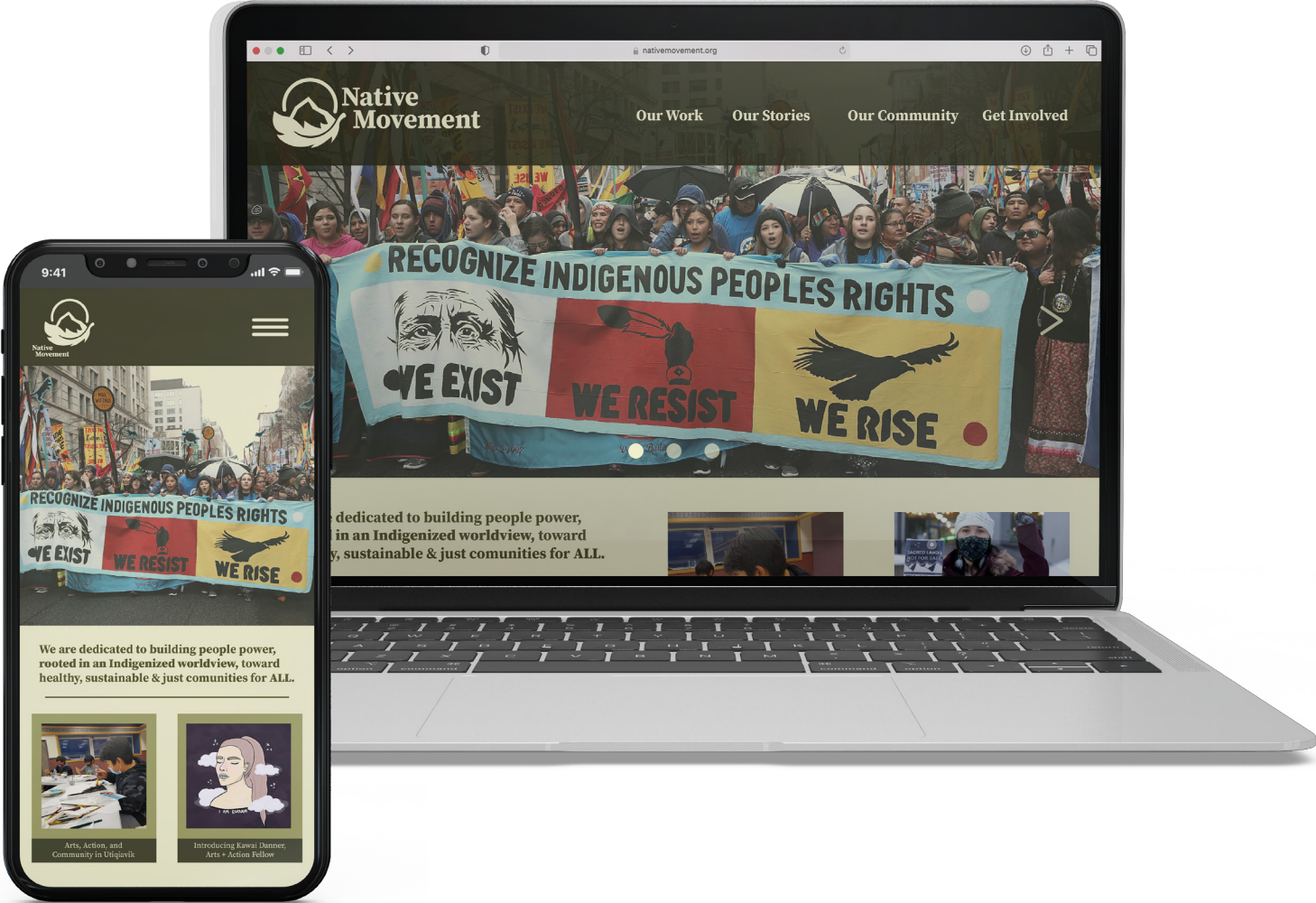


Justice

Phase 03 – Applications



Website + Mobile App



Animation Sequence

Our main animation sequence includes movement in all three features of the mark (the aureole, mountain, and feather) as well as the vertical signature type.



Publication

Native Movement distributes brochures and magazines highlighting both past and future events in order to engage and update both existing and new members.



Exterior Signage



Stickers



Packaging



Vehicle



Tote Bags



Hats + Sweatshirts



Water Bottles





Learn More



Native Movement



@native_mvmt



www.nativemovement.org

Land Acknowledgment

Native Movement recognizes that we work throughout the unceded territories of the Indigenous Peoples of Alaska. Our offices are located on the traditional territories of the lower Tanana Dene Peoples and the Dena'ina Peoples. We acknowledge and honor the ancestral & present land stewardship and place-based knowledge of the peoples of these territories.



Mackie Herrlinger
Ohio State University
Visual Communication Design
Autumn 2021